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C. E. CHAPMAN,  
Introducer of the "Howard No. 17"  
Strawberry.

Chapman's  
Strawberry  
Plants

1925

**"Howard No. 17" Exclusively**

**FOREWORD.**

First of all I wish to thank the old friends who have been so loyal to me the past season. More than seventy-five per cent. of all my plants were taken by those who have bought of me in the years gone by—a fact which is very pleasing to me, showing as it does that you have appreciated the service given.

Also for the many kind testimonials which have encouraged me much, I thank you. To the new friends who favor me with their orders I promise the most faithful service. I have not received one complaint the past season. I was entirely sold out of plants early in the season and returned several hundred dollars for orders that I was unable to fill, much to my regret, as I do not like to disappoint anyone. The past season has been very dry over a large part of the country and the plant crop in general is not as large as usual in consequence.

For myself, while I have not so many plants on the same amount of ground as usual, what I have will be found fully up to my usual standard and I am going to sell them while they last at the same prices as last season. If you wish to know the quality of plants I sell read the testimonials. They will tell you all about them.

I received an order for plants last spring from the United States Department of Agriculture, to be set out in the governmental trial grounds at Glen Dale, Maryland, and in a little while I received another order, so I think I must have pleased Uncle Sam, and it pleases me to know that my plants grown in North Stonington, Connecticut, are growing on the government grounds, and I have no doubt that they will give as good account of themselves as they have with all my friends who speak for them in this circular.

### "HOWARD NO. 17"—PERFECT FLOWERS.

I introduced this variety to the public in 1918. It is now so well known that it is not necessary to say much about it as nearly everyone knows it to be the best variety ever introduced. It is early, healthy and long season, giving fancy berries of great beauty and high quality for about four weeks, and is more largely grown than any other variety in the country. In the great strawberry section of Falmouth and Cape Cod in Massachusetts it is grown almost exclusively and shipped into the large cities of Boston, Providence, Worcester and others by the car load. It is a good shipper.

Herbert W. Collingwood, editor of the Rural New Yorker, makes the statement in that paper that a measured half acre has yielded ten thousand quarts of "Howard 17" under intensive culture.

He also says it stands at the head of all varieties on his farm in New Jersey and is his most profitable market variety.

If you send your order to me I will guarantee that you get the pure and unmixed plants and of the best possible quality direct from the introducer.

#### Prices for 1925.

1,000, \$10.00; 500, \$6.00; 250, \$3.00; 100, \$1.50; 50, \$1.00; 25, 75c.

**Special Notice:** All prices given in this circular include pre-paid delivery to the purchaser by parcel post or express. All parcel post shipments are also insured at my expense for my customer's protection against loss.

### PROGRESSIVE FALL BEARER—PERFECT FLOWERS.

This is the best of the Everbearing or Fall Bearing varieties. Others come and go but the Progressive remains with us. The fruit while not the largest is of fair size and of high quality and it produces the most fruit of any variety. While I do not recommend the Fall Bearers as a profitable commercial proposition for the great majority of growers, as some dealers do, they are very desirable for the garden, and for that purpose they have my hearty recommendation. One hundred plants of this variety, or even fifty, well cared for, will furnish the berries for a good many nice treats during the season which lasts for about three months. My stock of this variety, while not large, is certainly as fine as it is possible to grow by any one, anywhere.

Prices: 100, \$2.00; 50, \$1.00; 25, 75c.

#### Terms and Advice.

No goods shipped until paid for in full, but orders will be booked and stock reserved if one-third the price is sent with the order and balance before shipment.

Make remittances in any way that is most convenient.

Shipping season begins in April and extends as long as orders are received and there are plants to fill them.

Let your order come as early as possible.

## Testimonials.

Holyoke, Mass., Feb. 25, 1924.  
Enclosed please find \$6.00 in payment for 500 of your Howard 17 strawberry plants.

The plants I received from you two years ago bore a wonderful crop last year and were the envy of my neighbors. I had eight varieties of strawberries in fruiting but not one equalled the Howard 17. After this year's fruiting season I shall have but one variety, the champion of them all—The Howard 17. Yours for a bumper crop, JAMES A. SHEA.

Akron, Ohio, R. F. D. 7, March 17, 1924.  
I enclose check for \$6.00 for 500 Howard 17. For the quality of plants you grow, you deserve the custom of all good judges and experimenters in this line of fruit.  
Yours truly, N. A. BUCKLIN.

East Brookfield, Vt., May 5, 1924.  
I enclose check for 1,000 Howard 17 plants. Your plants always arrive in fine shape and have always done well even under adverse conditions.  
Yours very truly, JAMES P. SPRAGUE.

Croton Falls, N. Y., May 10, 1924.  
The 500 strawberry plants you sent me last month came promptly and in perfect condition. They were a fine lot—never saw better. At this writing everyone is alive and doing well. Thanking you for sending me such nice plants and very liberal count.

I am sincerely yours, F. G. MC COLLUM.

Kenyon, R. I., May 20, 1924.  
The plants you sent me are very fine. Thanking you I am very truly yours.  
MRS. E. P. MITCHELL.

China, Maine, Aug. 18, 1924.  
My Howard 17 plants I got of you proved a wonder. Others are selling Howard 17 but the plants are not like yours. Can I have 500 for August planting?  
Yours kindly, S. F. HOVEY.

West Barrington, R. I., June 18, 1924.  
The strawberry plants reached me on Saturday in fine condition, and I put them out with all care possible and they did not even wilt. Indeed they are such stiff rooters perhaps they can't. Sincerely yours,  
F. T. JENCKS.

Stratham, N. H., April 12, 1924.  
Please find inclosed check for \$12.00 in payment for 1,200 Howard 17 plants. Two years ago I bought 1,000 plants of you and they were very extra good.  
Yours truly, J. T. SMART.

Bridgewater Corners, Vt., Feb. 22, 1924.  
I inclose check for Howard 17 plants. Nothing else will do. Your plants certainly have the roots.  
Yours truly, A. A. VAUGHN.

Alstead, N. H., May 8, 1924.  
I received the strawberry plants all O. K. They were splendid ones.  
Yours truly, REV. JOHN KIMBALL.

Pownal, Vt., April 10, 1924.  
Find inclosed order for Howard 17 strawberry plants. I have found your plants the best I ever bought.  
Sincerely, MARTIN RICE.

University of Maine, Orono, Maine, May 15, 1924.  
Thank you for your attention. Plants came in fine condition.

Yours truly, PROF. H. P. SWEETSER.  
This was an order for 2,000 Howard 17 plants which were sent by express to Cumberland Center, Maine, by Prof. Sweetser's order.

East Providence, R. I., June 23, 1924.  
Every plant you sent me lived and is growing fine.  
Very truly yours, ARTHUR O. WILLIAMS.

Pine City, N. Y., March 17, 1924.

The 1,000 plants I had of you in 1922 came in fine condition and were strong growers, producing a fine crop where others failed. I want you to save me 1,500 this season.

Yours truly, C. K. FARMER.

Burlington, Vt., March 19, 1924.

Inclosed find order for 1,200 Howard 17 plants. I have received plants from you of this variety before and never lost a plant.

Respectfully, M. L. LEARY.

I have sold Mr. Leary thousands of plants in years past.

St. Remy, N. Y., May 20, 1924.

Plants received today are all O. K. in every way. Truly yours,  
TRACY M. VAN VLIET.

Sunapee, N. H., Sep. 11, 1924.

Please find inclosed my check for \$4.00 for which please send me 200 Howard 17 plants as soon after Sept. 20 as possible. I bought some of you two or three years ago and they have given wonderful satisfaction.—  
A wonder berry.

Yours truly, (MISS) MELVINA DAVIS.

Bar Harbor, Maine, June 16, 1924.

The plants were received on June 13, in perfect condition. I wish to say that I have bought plants of several growers in the west, south, and east, but none were as fine, strong plants as those just received from you. Also none packed so well and received in so perfect condition. I also thank you very kindly for the extra count. It does one good in this money loving age to do business with an honest man. My next plants will be ordered from C. E. Chapman. I thank you most heartily.

Very sincerely yours, JOHN RUSSELL.

The last testimonial received in 1924:

9 Bowman St., Gardiner, Maine, Oct. 15, 1924.

Please find inclosed money order for \$10.00 for which send me 1,000 Howard 17 plants at once. I shall want more in the spring. I know what I am getting when I send to you for plants. Very respectfully.

FRANK RICHARDSON.

#### COOPER STRAWBERRY.

I have this variety growing, but shall set no more of it. It has been boomed by some growers and has had a lot of painted pictures and hot air wasted on it, but there are plenty of the old varieties that are superior to it. For the benefit of my customers I give below what two of my friends, in widely separated states, who have fruited it, say about it. I wrote these two parties asking them to give me their opinion of it. All other testimonials in this circular are unsolicited. I have never sold plants of the Cooper variety.

Winthrop, Mass., Aug. 15, 1924.

Yes, I have fruited the "Cooper" strawberry but shall never again have them. I gave them the best of care but I got very few berries and most of them did not ripen all over. There is always a big green point. The "Howard 17" gave me ten times as many berries as the Cooper.

Yours truly, S. TOCKER.

Akron, Ohio, R. D. 7, July 27, 1924.

The "Cooper" strawberry was a joke and failure from start to finish. Coarse in appearance, of average size and very poor yield.

Yours truly, N. A. BUCKLIN.

Be not deceived. Stick to the tried and true—The "Howard No. 17."

Faithfully yours,

C. E. CHAPMAN,

"<sup>1</sup>" Introducer.

North Stonington, Conn.

Telephone 43-14, Mystic Exchange.